



Procedure to Use LaserNetUS Logos

Purpose/Description

This document outlines the procedure for using the LaserNetUS logos, ensuring compliance with established guidelines, and maintaining the integrity of the LaserNetUS brand. This procedure applies to all partners, colleagues, and employees of LaserNetUS who wish to use the LaserNetUS logos, names, or trademarks in any public communications or marketing materials.

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Step 1. Understand the Guidelines

- LaserNetUS logos are for official use only and should not be used for unrelated third-party marketing.
 - Committee Members should refer to the comprehensive LaserNetUS Identity Toolkit, available from the LaserNetUS Users Office upon request.
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Step 2. Request Approval to Use

Before using any LaserNetUS logos, individuals must familiarize themselves with the LaserNetUS [Logo Resources](#) page, which contains essential information regarding their use. Note the following key points.

- Contact the LaserNetUS Coordinator to seek approval when—
 - You require the use of the logo in third-party marketing materials.
 - You wish to promote a conference not hosted by LaserNetUS/DOE.
 - Describe how and where the logo will be used.
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Step 3. Follow Logo Usage Guidelines

- *Correct Logo Usage:* Logos should be used as provided, without alteration or distortion. Ensure the company and DOE are not disparaged, nor should any private products/services be suggested or endorsed.
 - *Safety Zone:* Always maintain a clear space around the logo for visibility, following the dimensions specified on the [Logo Resources](#) page.
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Step 4. Understand Correct and Incorrect Usage

- To avoid compromising the LaserNetUS brand, follow the guidelines on correct and incorrect logo usage detailed on the [Logo Resources](#) page.
- Do not use any other trademarks in combination with LaserNetUS logos unless pre-approved.

Step 5. Download Logo Files

Logos are available in various formats that are suitable for different uses. Access the [Logo Resources](#) page to download the necessary files, including the following files:

- Low-resolution JPG
 - High-resolution JPG
 - PNG files
 - EPS files
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Step 6. Comply with the Color Palette

- Use the specified color palette, which includes CMYK, RGB, and HEX codes; avoid altering color dimensions.
 - Understand the difference between applications for printed materials and web/digital usage.
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Step 7. Be Aware of Monitoring and Maintain Compliance

- LaserNetUS and the DOE reserve the right to revoke logo usage at any time.
 - Ensure compliance with these guidelines to maintain the integrity of the LaserNetUS brand.
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Step 8. Contact the LaserNetUS Coordinator with Questions

- If you have questions or need further clarification regarding using LaserNetUS logos, contact the [LaserNetUS Coordinator](#).
- By adhering to these procedures and guidelines, we can collectively ensure that the LaserNetUS brand is represented correctly and effectively in all outreach and marketing efforts.
- Please visit the [Logo Resources](#) page for complete logo usage information and resources.